

West London Wide Food Waste Recycling Campaign

West London Waste

Treating waste as a valuable resource

Campaign activities

from 27th January to 30th April

A dedicated campaign webpage

An animated video on why one should recycle food waste

An action video on the journey of food waste across West London

Digital images, banners and write-ups to increase food waste recycling visibility across council websites, billboards, newsletters and Agripas

Sponsored articles featuring the support from Members

Series of roadshows

Physical displays and a digital kiosk for residents to request for food waste receptacles

Leaflet dropping across low food waste performing areas

Guidance on customer service training

Household Reuse Recycling Centres promotional materials



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Timeline

Item	Start date	End date
Campaign + social media promo + request for caddies	27 Jan	30 Apr
Animated videos	27 Jan	30 Apr
Order kiosk	03 Feb	30 Apr
Roadshows	17 Feb	30 Apr
Comms pack	13 Jan	31 Jan
Digital billboards	03 Feb	30 Apr
HRRCs promo	03 Feb	30 Apr
Leaflet drop to low performing areas	24 Feb	30 Apr
Customer service training-FAQ	13 Jan	24 Jan
Press releases	03 Feb	21 Feb
Council magazines	02 Mar	27 Mar
Caddy delivery	03 Feb	08 Mar

Press Releases

Driving Change: How West London Food Scraps are Helping Curb Emissions and Support a Circular Economy

WLWA and Biocollectors are set to deliver the first initiative of its kind in London

By Joseph Dexter

UPDATED 15:34 26 APR 2019

SHARE     



West London Waste Authority have teamed up with Biocollectors to offer a new food waste recycling service for residents – powered by food waste itself. It's part of a six-borough wide campaign to reduce food waste, tackle climate change and save taxpayer's money – and it's the first of its kind in London.





In an article posted in December, 4 out of 6 of West London Waste's boroughs were listed as London's greenest. Along with increasing their recycling rates, the food waste recycling contract played a large part in why these boroughs made it onto the list.

What happens to my food waste?

Biocollectors rep explains: "Food waste is collected and taken to one of our transfer stations in Brentford or Ruslip. Our Biocollector trucks then take it to the anaerobic digestion plant in Mitcham where it's composted in large, sealed containers. The end products are biogas, used to fuel the lorries and generate electricity for west London homes, and digestate, used as a fertilizer in local farms and parks."



ADVERTORIAL

RECOMMENDED

-  Suspect chased and filmed after three sex attacks in Tottenham
-  Live updates as police officers and a helicopter swarm Feltham
-  An urgent search is taking place for a missing 12 year old East London girl
-  Friends who won £4 million in Clapham get money

BREAKING NEWS
Live updates as Euston and King's Cross are evacuated

PROMOTED STORIES

-  The 28-Year-Old Girl Reveals Her Secret on How Can She Travel Worldwide
-  Homeowner Over 60? Don't Fall For The Equity Release Myths



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The brand new trucks are supporting a circular economy by running on biogas, created when food waste gets recycled

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People in Camden Can't Believe These Stair Prices



People Born Before 1959 Can Dodge Funeral Costs (Do You Qualify?)

Sponsored Links by Taboola

RECOMMENDED
Video: shows van bursts @ with flames as fire starts

Dedicated website

WHY SHOULD YOU CARE ABOUT FOOD WASTE?

Order Your Caddy Now
↓

REDUCE YOUR IMPACT

Did you know that food waste is a major contributor to your carbon footprint?



DO THE RIGHT THING

Did you know that your food waste can be turned into useful products?



SAVE MONEY

Did you ever wonder how much all that wasted food was adding to your household bills?



REDUCE YOUR IMPACT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



...THE SAME AMOUNT AS PLANTING 300 MILLION TREES A YEAR!



Order Your Caddy Now
↓

THE CARBON FOOTPRINT OF FOOD WASTE IS EQUAL TO 1/4 OF ALL CARS ON THE ROAD

TOGETHER WE CAN SAVE 22 MILLION TONNES OF CARBON DIOXIDE PER YEAR, THIS IS THE SAME AS PLANTING 300 MILLION TREES

ORDER YOUR CADDY

Order Your Caddy Now



You can start making a difference today by requesting your indoor and outdoor caddy set from your local council. Click your council's logo, and then 'Claim Now' button.



Videos

Climate Change

<https://makermet.wistia.com/medias/7vnx7ur>

Doing the right thing

<https://makermet.wistia.com/medias/2n41o9sc>

Saving Money

<https://makermet.wistia.com/medias/bmnaiztb>



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Leaflets

WHY SHOULD I RECYCLE MY FOOD WASTE?

Food waste in landfill is very harmful for the environment; it creates methane, which is a greenhouse gas that is 25 times stronger than carbon dioxide. You know if west London residents recycled just 2kg of food waste a week, it could save over 600,000 tonnes of CO2, that's the equivalent of 127,389 cars being driven for a year!

WHAT HAPPENS TO MY FOOD WASTE?

The food waste collected from your home is taken to one of our transfer stations in Ruislip. The food waste is collected and taken to a special anaerobic digestion plant in Mitcham where it's turned into soil fertilizer and energy for the national grid. The food waste is used to power homes and businesses, as well as powering the collection of your food waste. We are one of the first boroughs to use trucks powered by food waste in the whole country and this is unique to our contract.



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LIMITED TIME ONLY

From February to 30th April you can order your FREE food waste caddies and liners to help you tackle food waste and to help us recycle! **Recycle your food waste and you could help tackle climate change!**

FOR MORE INFO VISIT WESTLONDONFOODWASTE.COM

2/14/2020

TACKLE CLIMATE CHANGE. DISPOSE OF FOOD WASTE RESPONSIBLY.



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HOW TO USE YOUR CADDY

You have received a 5 litre food waste caddy and a starter supply of liners with this leaflet. Using it is simple, just follow these steps:

1



Line your kitchen caddy with biodegradable liner or newspaper.

2



Place your food waste in the caddy.

3



Whenever you need to empty your caddy, tie the top of the liner and your caddy.

TIPS



Emptying your caddy often will stop it from smelling.

If you use liners in your kitchen caddy try putting a sheet of kitchen roll or newspaper in the bottom to help keep it dry.



FOR MORE INFO VISIT WESTLONDONFOODWASTE.COM

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